

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Pat Goggins/Alexandra Schapiro DATE: June 16, 1995
FROM J. Yvette Robinson
SUBJECT: MARLBORO MUSIC MILITARY ROP AD

CREATIVE BRIEF

Brand Name: MARLBORO
Project Title: MARLBORO MUSIC MILITARY ROP AD
Market/Dates: NAVAL AIR STATION - CORPUS CHRISTI, TEXAS
AUGUST 4TH, 5TH & 6TH
Issued By: J. Yvette Robinson
Date Issued: July 16, 1995
Due Date: See Below

I. Statement of Purpose:

Marlboro Music is seeking a creative concept for an ROP Ad to heighten Marlboro Music's participation for the 1995 Marlboro Military Tour.

II. Program Objectives:

- To expand awareness of the upcoming Marlboro Music concert;
- To generate incremental unit sales;
- To encourage product trial and repeat purchase;
- To gain and maintain brand loyalty; and,
- To revert sales to full-margin category against a strong generic competitive field.

III. Program Strategies:

- To extend Marlboro's participation and leadership position, we will present **3 nights of talent** on the Marlboro Music Stage; and,
- To reinforce brand position and imagery against a growing generic business.

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IV. Executional Considerations:

A layout will be needed with the following copy information:

Header: Marlboro Music Logo

Event Name: MARLBORO MUSIC "Concert On the Water"

Date, Location and Showtime: -FRIDAY, AUGUST 4TH, 8:00 PM

-SATURDAY, AUGUST 5TH, 8:00 PM

-SUNDAY, AUGUST 6TH, 3:00 PM

SHIELDS PARK

Talent Lineup:

The following is how the billing of performers should appear:

FRIDAY, AUGUST 4TH	SATURDAY, AUGUST 5TH
ANN WILSON of HEART	TRAVIS TRITT
Plus Special Guest	Plus Special Guest MARTY STUART
GEORGE THOROGOOD & THE DESTROYERS	& TY ENGLAND

SUNDAY, AUGUST 6TH

ENILIO NAVARRA DAVID LEE GARZA INTOCABLE

LA DIFERENZIA STEPHANIE LYNN

LAS CHICAS DEL CAN

V. Concert/Ticket Information:

Tickets Info: Combo 3/Day Tickets

Public - \$10 Advance/\$12 Day of Show

Military - \$7 Advance/\$12 Day of Show

Daily Tickets

Public - \$4 Advance/\$5 Day of Show

Military - \$3 Advance/\$5 Day of Show

On sale at: All MWR Locations

Open to the public, no coolers, no cameras or pets allowed.

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VI. ROP Ad Size/Copy:

ROP ad size to be determined by Leo Burnett Media Department in conjunction with the Philip Morris Media plan.

List the artists in the order above. All artist names vary in size type, see attached.

VII. Detailed Due Dates:

Art and keyline due by June 27th for review.

JYR/me

cc:	R. Anise	I. Broeman	K. McGrath	V. Murphy	W. Smith
	D. Cohen	C. Fontanez	P. LaRusso	S. Sampson	

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